

IN THE CLAIMS

Please amend claims 1-9, 15-23 and 29-37 as follows:

1. (CURRENTLY AMENDED) A method for using predictive models within a computer-implemented business analysis environment, comprising:

(a) applying a derived measure against a segment, wherein the derived measure comprises a predictive model previously-built by a model-building mechanism in a data mining system, wherein the derived measure is invoked within an application template that is a sequence of segments, filters, measures and functions linked together in a workflow; and

(b) generating output for the segment from the predictive model in the form of measure values.

2. (CURRENTLY AMENDED) The method of claim 1, wherein the ~~derived measure is invoked within an application template, the application template comprises a sequence of elements linked together in [[a]] the workflow, and the elements are selected from a group comprising a segment, a filter, a measure and a function~~ is represented as icons that are linked together, wherein connecting arrows between the icons determine a sequence of execution and a flow of data.

3. (CURRENTLY AMENDED) The method of claim 2, wherein the application template is constructed in a visual programming environment by dragging and dropping the icons in a graphical user interface and then linking together the icons to create the sequence of steps that comprise the workflow of the application template.

4. (CURRENTLY AMENDED) The method of claim [[2]] 1, wherein the application templates can be reused and/or modified by users.

5. (CURRENTLY AMENDED) The method of claim [[2]] 1, wherein a segment is a grouping of data elements from a database organized about one or more attributes.

6. (CURRENTLY AMENDED) The method of claim [[2]] 1, wherein a filter defines one or more attribute constraints applied to a segment.

7. (CURRENTLY AMENDED) The method of claim [[2]] 1, wherein a profile is a labeled collection of attributes of a segment.

8. (CURRENTLY AMENDED) The method of claim [[2]] 1, wherein a measure is an expression applied to a segment.

9. (CURRENTLY AMENDED) The method of claim [[2]] 1, wherein the computer-implemented business analysis environment includes an object model, and the segments, attributes, filters, and measures comprise objects.

10. (ORIGINAL) The method of claim 9, wherein operations upon the objects are translated into SQL statements that access corresponding tables and columns in a relational database.

11. (ORIGINAL) The method of claim 1, wherein the predictive model comprises one or more SQL statements that access tables and columns in a relational database.

12. (ORIGINAL) The method of claim 1, wherein the predictive model comprises one or more statements executed by a database management system.

13. (ORIGINAL) The method of claim 12, wherein the statements access data stored in the database management system.

14. (ORIGINAL) The method of claim 1, wherein the model-building mechanism comprises an analytic algorithm for rule induction performed against data stored in a database management system to create the predictive model.

15. (CURRENTLY AMENDED) A computer-implemented system for using predictive models within a computer-implemented business analysis environment, comprising:

(a) means for applying a derived measure against a segment, wherein the derived measure comprises a predictive model previously-built by a model-building mechanism in a data mining

system, wherein the derived measure is invoked within an application template that is a sequence of segments, filters, measures and functions linked together in a workflow; and

(b) means for generating output for the segment from the predictive model in the form of measure values.

16. (CURRENTLY AMENDED) The system of claim 15, wherein the ~~derived measure is invoked within an application template, the application template comprises a sequence of elements linked together in [[a]] the workflow ; and the elements are selected from a group comprising a segment, a filter, a measure and a function~~ is represented as icons that are linked together, wherein connecting arrows between the icons determine a sequence of execution and a flow of data.

17. (CURRENTLY AMENDED) The system of claim 16, wherein the application template is constructed in a visual programming environment by dragging and dropping the icons in a graphical user interface and then linking together the icons to create the sequence of steps that comprise the workflow of the application template.

18. (CURRENTLY AMENDED) The system of claim ~~[[16]]~~ 15, wherein the application templates can be reused and/or modified by users.

19. (CURRENTLY AMENDED) The system of claim ~~[[16]]~~ 15, wherein a segment is a grouping of data elements from a database organized about one or more attributes.

20. (CURRENTLY AMENDED) The system of claim ~~[[16]]~~ 15, wherein a filter defines one or more attribute constraints applied to a segment.

21. (CURRENTLY AMENDED) The system of claim ~~[[16]]~~ 15, wherein a profile is a labeled collection of attributes of a segment.

22. (CURRENTLY AMENDED) The system of claim ~~[[16]]~~ 15, wherein a measure is an expression applied to a segment.

23. (CURRENTLY AMENDED) The system of claim [[16]] 15, wherein the computer-implemented business analysis environment includes an object model, and the segments, attributes, filters, and measures comprise objects.

24. (ORIGINAL) The method of claim 23, wherein operations upon the objects are translated into SQL statements that access corresponding tables and columns in a relational database.

25. (ORIGINAL) The system of claim 15, wherein the predictive model comprises one or more SQL statements that access tables and columns in a relational database.

26. (ORIGINAL) The system of claim 15, wherein the predictive model comprises one or more statements executed by a database management system.

27. (ORIGINAL) The system of claim 26, wherein the statements access data stored in the database management system.

28. (ORIGINAL) The system of claim 27, wherein the model-building mechanism comprises an analytic algorithm for rule induction performed against data stored in a database management system to create the predictive model.

29. (CURRENTLY AMENDED) An article of manufacture embodying logic for using predictive models within a computer-implemented business analysis environment, the logic comprising:

(a) applying a derived measure against a segment, wherein the derived measure comprises a predictive model previously-built by a model-building mechanism in a data mining system, wherein the derived measure is invoked within an application template that is a sequence of segments, filters, measures and functions linked together in a workflow; and

(b) generating output for the segment from the predictive model in the form of measure values.

30. (CURRENTLY AMENDED) The article of manufacture of claim 29, wherein the ~~derived measure is invoked within an application template, the application template comprises a sequence of elements linked together in [[a]] the workflow, and the elements are selected from a group comprising a segment, a filter, a measure and a function~~ is represented as icons that are linked together, wherein connecting arrows between the icons determine a sequence of execution and a flow of data.

31. (CURRENTLY AMENDED) The article of manufacture of claim 30, wherein the application template is constructed in a visual programming environment by dragging and dropping the icons in a graphical user interface and then linking together the icons to create the sequence of steps that comprise the workflow of the application template.

32. (CURRENTLY AMENDED) The article of manufacture of claim ~~[[30]]~~ 29, wherein the application templates can be reused and/or modified by users.

33. (CURRENTLY AMENDED) The article of manufacture of claim ~~[[30]]~~ 29, wherein a segment is a grouping of data elements from a database organized about one or more attributes.

34. (CURRENTLY AMENDED) The article of manufacture of claim ~~[[30]]~~ 29, wherein a filter defines one or more attribute constraints applied to a segment.

35. (CURRENTLY AMENDED) The article of manufacture of claim ~~[[30]]~~ 29, wherein a profile is a labeled collection of attributes of a segment.

36. (CURRENTLY AMENDED) The article of manufacture of claim ~~[[30]]~~ 29, wherein a measure is an expression applied to a segment.

37. (CURRENTLY AMENDED) The article of manufacture of claim ~~[[30]]~~ 29, wherein the computer-implemented business analysis environment includes an object model, and the segments, attributes, filters, and measures comprise objects.

38. (ORIGINAL) The method of claim 37, wherein operations upon the objects are translated into SQL statements that access corresponding tables and columns in a relational database.

39. (ORIGINAL) The article of manufacture of claim 29, wherein the predictive model comprises one or more SQL statements that access tables and columns in a relational database.

40. (ORIGINAL) The article of manufacture of claim 29, wherein the predictive model comprises one or more statements executed by a database management system.

41. (ORIGINAL) The article of manufacture of claim 40, wherein the statements access data stored in the database management system.

42. (ORIGINAL) The article of manufacture of claim 29, wherein the model-building mechanism comprises an analytic algorithm for rule induction performed against data stored in a database management system to create the predictive model.